
 DIGEST

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SB 341 Reengrossed

2024 Regular Session

Harris

Present law creates the Major Events Incentive Program and the Events Incentive Program to provide funding for specific major events in the state of La. Proposed law makes certain changes to the Major Events Incentive Program, as described below, and repeals the Events Incentive Program.

MAJOR EVENTS INCENTIVE PROGRAM

Present law requires the lieutenant governor, through the Dept. of Culture, Recreation and Tourism to administer the Major Events Incentive Program. Proposed law moves administration of the program to the Dept. of Economic Development.

Present law authorizes the lieutenant governor, through the Department of Culture, Recreation and Tourism, to enter into a contract with an event producer or host, a local organizing committee, endorsing parish, endorsing municipality, official tourism commission, convention and visitors bureau, or official destination marketing organization to recruit, solicit, acquire, or organize for Louisiana any qualified major event that will have a significant positive impact in the state. Proposed law authorizes the Dept. of Economic Development to enter into such contracts.

Present law requires the lieutenant governor to submit an economic analysis to the Joint Legislative Committee on the Budget (JLCB) within 60 days after a qualifying event and to include in such analysis all of the following:

- (1) The designated area impacted by the occurrence of the qualified major event.
- (2) The total incremental increase in sales and use receipts in the designated area.
- (3) The total incremental increase in excise tax receipts in the designated area.

Proposed law repeals present law.

Present law requires JLCB to determine the portion of the incremental tax increase reported by the lieutenant governor. Requires the treasurer to transfer the amount determined by the JLCB into the Major Events Incentive Fund.

Proposed law repeals present law.

Present law requires the Dept. of Culture, Recreation and Tourism to promulgate rules to administer the Major Events Incentive Program and to use the emergency rulemaking process for the promulgation of the initial administrative rules. Proposed law requires the secretary of the Dept. of Economic Development to promulgate rules for administration of the Major Events Incentive Program and authorizes use of the emergency rulemaking process for the initial rules.

Present law defines a "qualified major event" for the purposes of the Major Events Incentive Program to include certain enumerated events, such as a National Football League Super Bowl, a National Collegiate Athletic Association Final Four tournament game, the National Basketball Association All-Star Game, a National Collegiate Athletic Association Division I Football Bowl Subdivision postseason game, a college tournament or championship, an Olympic activity including a Junior or Senior activity, training program, or feeder program sanctioned by the United States Olympic Committee's Community Olympic Development Program, the Breeders' Cup World Championships, and a Bassmasters Classic, as examples.

Proposed law adds to this definition any event sanctioned by the international governing body of soccer, Federation Internationale de Football Association (FIFA), the international governing body of rugby, World Rugby, the national governing body of soccer, U.S. Soccer, or the national governing body of rugby, USA Rugby, including but not limited to World Cups, International "friendlies" matches between national or professional teams, or tournaments between national teams or professional teams from countries that are members of the international governing bodies. Otherwise retains the present law definition.

Present law defines "site selection organization" in the Major Events Incentive Program as any of the following:

- (1) The National Football League, the National Collegiate Athletic Association or any affiliated conference, or any team or teams thereof, the National Basketball Association, the International World Games Association, or the United States Olympic Committee.
- (2) The national governing body of a sport that is recognized by the United States Olympic Committee.
- (3) The National Thoroughbred Racing Association.
- (4) The Republican National Committee or Democratic National Committee.
- (5) The United States Bowling Congress.
- (6) The national governing body of an organization that schedules a qualified major event as defined in present law.

Proposed law adds an international governing body of an organization that schedules a qualified major event to the definition and otherwise retains present law definition.

EVENTS INCENTIVE PROGRAM

Present law establishes the Events Incentive Program to provide grant funding to municipalities, parishes, official tourism commissions, convention and visitors bureaus, official destination marketing organizations, and nonprofit corporations hosting an event. Requires the lieutenant governor, through the Dept. of Culture, Recreation and Tourism, to administer the program. Further establishes the Events Incentive Fund in the state treasury for financing the program.

Present law provides for eligibility criteria and required documentation for events to receive funding through the program. Requires any application and documentation required pursuant to present law to be submitted no later than 180 days prior to the event.

Present law provides that an entity is eligible to receive up to 25% of the total cost incurred by the entity for the event, not to exceed \$250,000 per event.

Present law requires the Dept. of Culture, Recreation and Tourism to promulgate rules to administer the program and authorizes use of the emergency rulemaking process for the promulgation of the initial administrative rules.

Proposed law repeals present law.

Effective July 1, 2024.

(Amends R.S. 51:1260(B), (C)(5) and (6)(f), (E), and (G); Repeals R.S. 51:1260(H) and (I) and 1261)

Summary of Amendments Adopted by Senate

Committee Amendments Proposed by Senate Committee on Finance to the original bill

1. Moves administration of the Major Events Incentive Program and fund from the La. Dept. of Economic Development back to the Dept. of Culture, Recreation, and Tourism.
2. Removes the required submission of an economic analysis to JLCB within sixty days after the event.
3. Removes requirement of JLCB approval and the transfer amount of the incremental tax increase reported by the lieutenant governor into the fund.
4. Requires JLCB approval before entering into any contract with entities, providing financial commitment for a qualified major event, and disbursing monies from the fund.

Senate Floor Amendments to engrossed bill

1. Moves administration of the Major Events Incentive Program and fund from the office of lieutenant governor, Dept. of Culture, Recreation, and Tourism to the division of administration.
2. Moves administration of the Events Incentive Program and fund from the office of lieutenant governor, Dept. of Culture, Recreation, and Tourism to the commissioner of administration, through the division of administration.
3. Adds certain soccer and rugby events to the definition of "qualified major event".
4. Removes provision requiring the lieutenant governor to receive JLCB approval before entering into any contract with entities, providing financial commitment for a qualified major event, and disbursing monies from the fund.
5. Makes technical corrections.

Summary of Amendments Adopted by House

The Committee Amendments Proposed by House Committee on Appropriations to the reengrossed bill:

1. Change effective date to July 1, 2024.
2. Repeal the Events Incentive Program and the Events Incentive Fund.
3. Transfer administration of the Major Events Incentive Program from the office of the Lieutenant Governor, through the Dept. of Culture, Recreation and Tourism, to the Dept. of Economic Development.